## CLAIMS

1    1.      A system for providing interactive content comprising:

2           an interactive content code detector, coupled to a video stream to be transmitted to

3               local subsystems, for detecting an interactive content code and

4               transmitting a control signal responsive to detecting an interactive content

5               code; and

6           a data insertion unit, coupled to the interactive content code detector, for receiving

7               the control signal and inserting interactive content into the video stream

8               responsive to information contained in the control signal.

1    2.      The system of claim 1 wherein the data insertion unit is positioned to insert interactive

2   content into the video stream immediately prior to the video stream being transmitted to a

3   transmission source to ensure that the interactive content remains in the video stream upon

4   transmission.

1    3.      The system of claim 1 wherein a video stream generator generates the video stream and

2   the interactive content code detector is coupled to the output of the video stream generator.

1    4.      The system of claim 1 wherein interactive content codes are placed in a stream alternate

2   to the stream used to carry interactive content codes.

1    5.      The system of claim 1 in which the interactive content code detector and the data

2   insertion unit are coupled to a same point in the transmission path.

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1    6.      The system of claim 5 wherein the interactive content code is a universal resource locator

2    and the data insertion unit inserts an interactive content corresponding to the universal resource

3    locator.

1    7.      The system of claim 1, wherein the interactive content code detector is a vertical

2    blanking interval reader.

1    8.      A method for providing interactive content in a broadcast facility that transmits a video

2    broadcast stream containing video for delivery along a transmission path for delivery to end

3    users and contains equipment that may corrupt interactive content, comprising:

4              inserting an interactive content code into a video broadcast stream, wherein the

5                    interactive content code specifies an interactive content to accompany a

6                    video broadcast in the video broadcast stream;

7              reading the interactive content code;

8              inserting an interactive content corresponding to the interactive content code into

9                    the video stream.

1    9.      The method of claim 8 wherein inserting an interactive content further comprises

2    inserting an interactive content corresponding to the interactive content code at a point in the

3    transmission path after a last point in the transmission path where the interactive content may be

4    corrupted.

1    10.     The method of claim 8 wherein reading an interactive content code occurs at a point in

2    the transmission path prior to an interactive content being corrupted.

1    11.    The method of claim 8 wherein the interactive content code is inserted into a region of

2    the video stream that is preserved by the broadcast facility.

1    12.    The method of claim 8 wherein the interactive content is inserted into the video stream at

2    the same point in the transmission path at which the interactive content code is read.

1    13.    The method of claim 12 wherein the interactive content code is read at a point in the

2    transmission path after which broadcast facility equipment that may corrupt an interactive

3    content is coupled to the transmission path.

1    14.    A method for providing interactive content in a broadcast facility that transmits a video

2    broadcast stream containing video for delivery along a transmission path for delivery to end

3    users and contains equipment that may corrupt interactive content, comprising:

4            inserting an interactive content code into a video broadcast stream, wherein the

5                interactive content code specifies an interactive content to accompany a

6                video broadcast in the video broadcast stream, and wherein the interactive

7                content code is inserted into a region of the video stream that is preserved

8                by the broadcast facility;

9           reading the interactive content code; and

10           inserting an interactive content corresponding to the interactive content code into

11                the video stream at a point in the transmission path after a point in the

12                transmission path where broadcast facility equipment that may corrupt the

13                interactive content is coupled to the transmission path.

1    15.    The method of claim 14 wherein inserting an interactive content code further comprises

2    inserting a plurality of interactive content codes in different regions of the video broadcast

3    signal.

1    16.    The method of claim 14 wherein at least one of the regions is preserved by at least one

2    local subsystem.

1    17.    A method for providing interactive content in a broadcast facility that transmits a video

2    broadcast stream containing video for delivery along a transmission path for delivery to end

3    users and contains equipment that may corrupt interactive content, comprising:

4                    inserting a reference to an interactive content into a region of the video stream

5                        that is preserved by the broadcast facility.

1    18.    The method of claim 17 wherein inserting a reference further comprises inserting a

2    Universal Resource Locator that is linked to an interactive content into a region of the video

3    stream that is preserved by the broadcast facility.

1    19.    A system for providing interactive content comprising:

2                    an interactive content code detector, coupled to a video stream to be transmitted to

3                        local subsystems, for detecting an interactive content code and

4                        transmitting a control signal responsive to detecting an interactive content

5                        code; and

6                    a data insertion unit, coupled to the interactive content code detector, for receiving

7                        the control signal and inserting interactive content into the video stream

8                        responsive to information contained in the control signal, wherein the data

9                        insertion unit is positioned to insert interactive content into the video

10        stream immediately prior to the video stream being transmitted to a

11        transmission source to ensure that the interactive content remains in the

12        video stream upon transmission.

1  20.  A system for providing interactive content comprising:

2       an interactive content detection unit, coupled to a video stream received from a

3        broadcast facility, for detecting an interactive content code and

4        transmitting a control signal responsive to detecting an interactive content

5        code; and

6       a data insertion unit, coupled to the interactive content code detector, for receiving

7        the control signal and inserting interactive content into the video stream

8        responsive to information contained in the control signal.

1  21.  The system of claim 20 wherein the data insertion unit is positioned to insert interactive

2 content into the video stream immediately prior to the video stream being transmitted to

3 customer premise equipment to ensure that the interactive content remains in the video stream

4 upon transmission.

1  22.  The system of claim 20 in which the interactive content code detector and the data

2 insertion unit are coupled to a same point in the transmission path.

1  23.  The system of claim 20 wherein the interactive content code is a universal resource

2 locator and the data insertion unit inserts an interactive content corresponding to the universal

3 resource locator.

1    24.    The system of claim 20, wherein the interactive content code detector is a vertical

2    blanking interval reader.

1    25.    A method of ensuring reliable delivery of interactive content comprising:

2          inserting a plurality of interactive content codes into different regions of data in a

3                video stream to be broadcast to a plurality of local subsystems, wherein

4                the interactive content codes correspond to an interactive content to be

5                inserted into the video stream, and each region of data is preserved by at

6                least one local subsystem.

1    26.    A method of ensuring reliable delivery of interactive content comprising:

2          inserting an interactive content code into a closed caption region of a video

3                stream, wherein the interactive content code corresponds to an interactive

4                content to be inserted into the video stream, and the closed caption region

5                is preserved by at least one local subsystem.

1    27.    A method of ensuring reliable delivery of interactive content in which a video component

2    of a broadcast signal is used to convey interactive content, comprising the steps of:

3          inserting an interactive content code into a component of the broadcast signal

4                alternate to the component used to convey interactive content;

5          detecting the interactive content code in the broadcast signal; and

6          inserting interactive content corresponding to the interactive content code into the

7                broadcast signal.